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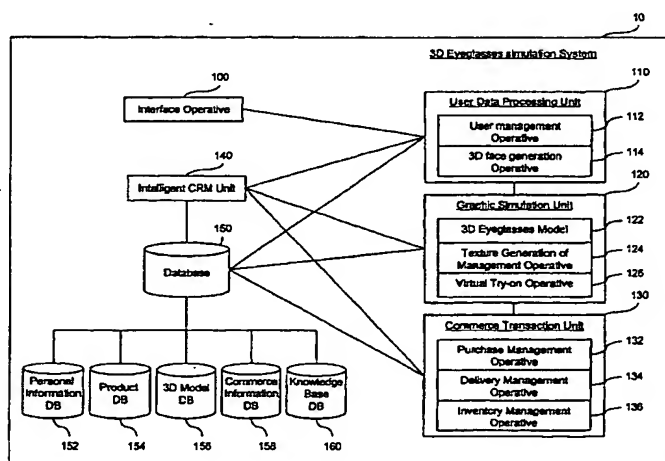
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(54) Title: SYSTEM AND METHOD FOR 3-DIMENSION SIMULATION OF GLASSES



(57) **Abstract:** A 3D virtual simulation system and method that provide decision-making information for selection and purchase of eyeglasses is presented. The system is comprised of four major units: 3D graphic simulation unit, contents delivery unit intelligent, Customer Relation Management (CRM) unit and back-office unit. 3D graphic simulation unit generates 3D face models of a user face and eyeglasses, and fit those objects automatically on networked platforms at real-time. The 3D face model is created from photo images of the face with options to select hair models. The 3D eyeglasses model is generated by a systematic reverse engineering process with specially designed measuring device. Graphic simulation unit transacts with intelligent CRM unit, so that user behavior is tracked down for push-marketing activity. Contents are delivered in a form of service-on-demand and ASP (Application Service Provider). This system enables precise virtual simulation of wearing eyeglasses with real dimensions of face and eyeglasses models and provides data and tools for custom-made production of eyeglasses assisted by expert knowledge base.



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